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Women Presidents' Organization Announces 2007 International Conference
WPO Conference Celebrates 10th Year Of Organization

NEW YORK – The Women Presidents' Organization (WPO) will hold its 2007 International Conference "Beyond Business As Usual: The Next 10 Years" April 19-21 at the Westin Kierland Resort and Spa in Scottsdale, AZ. The conference encourages WPO members and potential members to share business strategies and experiences as well as learn from interactive seminars and speakers. The event will feature exceptional keynote speakers including Jim Collins, author of *Good to Great: Why Some Companies Make the Leap ... and Others Don't*, Kevin Roberts, CEO of Saatchi & Saatchi, and author of the international bestseller *Lovemarks: the future beyond brands* and the newly released follow-up book *the Lovemarks Effect: winning in the consumer revolution*, and Marti Barletta, founder of *The TrendSight Group* and author of *Marketing To Women and Primetime Women*. Additionally the conference will feature substantive workshops on a variety of topics, including employee management, business development, globalization, tax strategies and high workplace performance.

Related Links:

<http://www.womenpresidentsorg.com>
http://kierlandresort.com/golf_spa/index.html
<http://www.jimcollins.com/lib/books.html>
<http://www.saatchikevin.com/>
<http://trendsight.com/index.php>

News Facts:

- The Women Presidents' Organization (WPO) will hold its 2007 International Conference on "Beyond Business As Usual: The Next 10 Years" April 19-21 at the Westin Kierland Resort and Spa in Scottsdale, Ariz.
- The conference encourages WPO members and potential members to share their business strategies and experiences with other successful women from across North America, as well as learn from interactive seminars and speakers.
- Keynote speakers include Jim Collins, author of *Good to Great: Why Some Companies Make the Leap ... and Others Don't*, Kevin Roberts, CEO of Saatchi & Saatchi and the author of the international bestseller *Lovemarks: the future beyond brands* and the newly released follow-up book *the Lovemarks Effect: winning in the consumer revolution*, and Marti Barletta, author and founder of *The Trendsight Group*.

Quotes:

"'Beyond Business As Usual' will celebrate our 10th anniversary as well as prepare members for future trends in the business community," said Marsha Firestone, Ph.D., president of the WPO. "All women entrepreneurs who attend will find our 10th Anniversary Conference an informative forum for exchanging ideas, confident that attendees will connect with fellow business leaders."

About Women Presidents' Organization (WPO):

The Women Presidents' Organization (WPO) locally and internationally connects top women entrepreneurs at the million and multimillion-dollar level (\$2 million in gross annual sales or \$1

million for service-based business) for greater personal and professional success. In monthly meetings across the US and Canada, chapters composed of 20 accomplished women presidents from diverse industries and backgrounds invest time and energy in themselves and their businesses to drive their corporations to the next level. For more information, call 212-688-4114 or visit <http://www.womenpresidentsorg.com>.

Keywords:

Women Presidents' Organization, WPO, Marsha Firestone, Entrepreneur, International Conference, Jim Collins, Good-to-Great, Westin Kierland Spa, Scottsdale, Kevin Roberts, Saatchi & Saatchi, Marti Barletta, *The TrendSight Group*.

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